

CLAIMS

What is claimed is:

- 1 1. A method for simulating the distribution of a promotion comprising
2 the steps of:
3 accessing target subscriber information for the promotion;
4 selecting one or more subscribers to receive the promotion based on the target
5 subscriber information and subscriber information associated with each subscriber;
6 calculating one or more statistics regarding the selected subscribers; and
7 providing the one or more statistics to a user.
- 1 2. The method as recited in claim 1 wherein the target subscriber
2 information comprises one or more target preference categories and a target interest
3 level associated with each target preference category.
- 1 3. The method as recited in claim 1 wherein the subscriber information
2 comprises one or more preference categories and a subscriber interest level associated
3 with each preference category.
- 1 4. The method as recited in claim 1 wherein the target subscriber
2 information comprises target non-sensitive demographic information.

1 5. The method as recited in claim 1 wherein the subscriber information
2 comprises non-sensitive demographic information about the subscriber.

1 6. The method as recited in claim 1 further comprising the step of
2 estimating a success rate for the promotion based on historical data and the one or
3 more statistics.

1 7. The method as recited in claim 1 wherein the step of selecting one or
2 more subscribers comprising the steps of:

3 retrieving the subscriber information for the subscriber; and

4 selecting the subscriber when a comparison of the target subscriber
5 information to the subscriber information for the subscriber satisfies one or more
6 rules.

1 8. The method as recited in claim 1 further comprising the step of
2 modifying the target subscriber information based on the one or more statistics.

1 9. A computer program embodied on a computer readable medium for
2 simulating the distribution of a promotion comprising:
3 a code segment for accessing target subscriber information for the promotion;
4 a code segment for selecting one or more subscribers to receive the promotion
5 based on the target subscriber information and subscriber information associated with
6 each subscriber;
7 a code segment for calculating one or more statistics regarding the selected
8 subscribers; and
9 a code segment for providing the one or more statistics to a user.

1 10. The computer program as recited in claim 9 wherein the target
2 subscriber information comprises one or more target preference categories and a
3 target interest level associated with each target preference category.

1 11. The computer program as recited in claim 9 wherein the subscriber
2 information comprises one or more preference categories and a subscriber interest
3 level associated with each preference category.

1 12. The computer program as recited in claim 9 wherein the target
2 subscriber information comprises target non-sensitive demographic information.

1 13. The computer program as recited in claim 9 wherein the subscriber
2 information comprises non-sensitive demographic information about the subscriber.

1 14. The computer program as recited in claim 9 further comprising a code
2 segment for estimating a success rate for the promotion based on historical data and
3 the one or more statistics.

1 15. The computer program as recited in claim 9 wherein the code segment
2 for selecting one or more subscribers comprises:

3 a code segment for retrieving the subscriber information for the subscriber;
4 and

5 a code segment for selecting the subscriber when a comparison of the target
6 subscriber information to the subscriber information for the subscriber satisfies one or
7 more rules.

8 16. The computer program as recited in claim 9 further comprising a code
9 segment for modifying the target subscriber information based on the one or more
10 statistics.

1 17. A system for simulating the distribution of a promotion comprising:
2 a subscriber selector that selects one or more subscribers to receive the
3 promotion based on target subscriber information associated with the promotion and
4 subscriber information associated with each subscriber, calculating one or more
5 statistics regarding the selected subscribers and providing the one or more statistics to
6 a user;
7 a first database communicably connected to the subscriber selector, the first
8 database storing the target subscriber information; and
9 a second database communicably connected to the subscriber selector, the
10 second database storing the subscriber information.

1 18. The system as recited in claim 17 wherein the target subscriber
2 information comprises one or more target preference categories and a target interest
3 level associated with each target preference category.

1 19. The system as recited in claim 17 wherein the subscriber information
2 comprises one or more preference categories and a subscriber interest level associated
3 with each preference category.

1 20. The system as recited in claim 17 wherein the target subscriber
2 information comprises target non-sensitive demographic information.

1 21. The system as recited in claim 17 wherein the subscriber information
2 comprises non-sensitive demographic information about the subscriber.

1 22. The system as recited in claim 17 wherein the subscriber selector
2 receives a request to simulate distribution of the promotion and retrieves the
3 promotion and the target subscriber information.

1 23. The system as recited in claim 17 wherein the subscriber selector
2 retrieves the subscriber information for the subscriber and selects the subscriber when
3 a comparison of the target subscriber information to the subscriber information for the
4 subscriber satisfies one or more rules.